

ABSTRACT

To compensate for uneven brightness in the longitudinal direction of fluorescent lamps of a backlight unit and achieve a display screen with an even brightness, a reflection unit of the backlight unit, the fluorescent tube surface of the fluorescent lamps or a diffusion unit is used to either reduce the reflectance, transmittance, or radiation brightness of the high-voltage side of the fluorescent lamps or increase the reflectance, transmittance, or radiation brightness of the low-voltage side thereof so as to compensate for uneven brightness of the illumination light and thereby ensure an even brightness. For example, dot pattern regions D_1 , D_2 and D_3 , i.e., the regions whose density increases in stages, are imparted to the portion of a reflection layer 13 of the backlight unit with a relatively high brightness. As for the display device, on the other hand, the display image data supplied to a liquid crystal panel or the aperture ratio of the liquid crystal panel is controlled, for example, to compensate for uneven brightness in the longitudinal direction of the fluorescent lamps and ensure an even brightness.